YouGov Survey Results

Sample Size: 1745 adults in GB Fieldwork: 14th - 15th October 2021

| Fieldwork: 14th - 15th October 2021 | | | | | | | | | | | | | | | | | | |
|--|-------|-----------------|-----|---------|--------|-------|------|--------|-------|-------|-------|-----|--------|-------|--------|------------------|---------------------|-------|
| | | Vote in 2019 GE | | | EU Ref | 2016 | Ge | ender | | Ag | je | | Social | Grade | Region | | | |
| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North |
| Weighted Sample 1 | 1745 | 592 | 433 | 157 | 647 | 691 | 848 | 897 | 190 | 728 | 421 | 407 | 995 | 750 | 209 | 586 | 379 | 421 |
| Unweighted Sample 1 | 1745 | 625 | 454 | 166 | 734 | 724 | 777 | 968 | 118 | 690 | 431 | 506 | 1046 | 699 | 209 | 590 | 376 | 419 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Will you be taking a child/children trick or treating to other homes as part of Halloween this year? | | ء ا | _ | | | | | | | | | | | | | | _ | |
| Yes I will | 6 | 6 | 1 | 2 | 5 | / | 5 | 6 | / | 11 | 2 | 1 | 6 | 6 | 6 | 5 | 7 | 6 |
| No I will not - I would normally, but this year I will not because of coronavirus | 4 | 3 | 6 | 1 | 5 | 3 | 4 | 4 | 3 | 6 | 3 | 2 | 4 | 4 | 3 | 4 | 5 | 4 |
| No I will not - I would normally, but this year I will not for other reasons | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 4 | 2 | 2 | 3 | 2 | 2 | 3 | 4 | 2 |
| No I will not - I normally wouldn't anyway | 79 | 82 | 78 | 89 | 80 | 82 | 80 | 77 | 70 | 69 | 86 | 93 | 80 | 77 | 74 | 82 | 76 | 80 |
| Don't know | 8 | 6 | 6 | 7 | 6 | 6 | 8 | 9 | 18 | 10 | 6 | 3 | 6 | 11 | 14 | 7 | 9 | 8 |
| Will you be giving treats to children trick or treating at your home as part of Halloween this year? | | | | | | | | | | | | | | | | | | |
| Yes I will | 21 | 21 | 21 | 15 | 22 | 20 | 18 | 24 | 19 | 27 | 19 | 12 | 22 | 20 | 19 | 18 | 23 | 25 |
| No I will not - I would normally, but this year I will not because of coronavirus | 5 | 6 | 7 | 5 | 6 | 5 | 4 | 7 | 1 | 5 | 6 | 7 | 6 | 5 | 5 | 5 | 8 | 5 |
| No I will not - I would normally, but this year I will not for other reasons | 4 | 4 | 4 | 2 | 4 | 3 | 3 | 5 | 8 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 5 | 4 |
| No I will not - I normally wouldn't anyway | 59 | 61 | 59 | 68 | 58 | 64 | 63 | 56 | 52 | 53 | 62 | 71 | 61 | 58 | 59 | 64 | 55 | 56 |
| Don't know | 10 | 7 | 10 | 10 | 10 | 7 | 12 | 8 | 20 | 11 | 9 | 6 | 8 | 13 | 15 | 9 | 10 | 10 |

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Sample Size: 1745 adults in GB Fieldwork: 14th - 15th October 2021

| | Total | Scotland |
|--------------------------|-------|----------|
| Weighted Sample | 1745 | 150 |
| Unweighted Sample | 1745 | 151 |
| | % | % |

Will you be taking a child/children trick or treating to other homes as part of Halloween this year?

| 6 8 | 6 | Yes I will | | | | |
|--------------|---|--|--|--|--|--|
| 4 4 | | No I will not - I would normally, but this year I will not because | | | | |
| 4 4 | - | of coronavirus | | | | |
| 3 2 | | No I will not - I would normally, but this year I will not for other | | | | |
| 3 2 | | reasons | | | | |
| 79 79 | 7 | No I will not - I normally wouldn't anyway | | | | |
| 8 7 | 8 | Don't know | | | | |

Will you be giving treats to children trick or treating at your home as part of Halloween this year?

| | me as part of francoween tins year: | |
|----------|---|----------|
| 21 | Yes I will | 17 |
| 5 | not - I would normally, but this year I will not because of coronavirus | 5 |
| 4 | not - I would normally, but this year I will not for other reasons | 3 |
| 59 10 | , | 64 12 |

Sample Size: 1745 adults in GB Fieldwork: 14th - 15th October 2021

| | | Vote in 2019 GE | | | Vote in 2019 GE EU Ref 2016 | | | | | G | ender | Age | | | | Social | Grade | Region | | | | |
|-------------------|-------|-----------------|-----|---------|-----------------------------|-------|------|--------|-------|-------|-------|-----|------|------|--------|------------------|---------------------|--------|--|--|--|--|
| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | | | | |
| Weighted Sample | 1745 | 592 | 433 | 157 | 647 | 691 | 848 | 897 | 190 | 728 | 421 | 407 | 995 | 750 | 209 | 586 | 379 | 421 | | | | |
| Unweighted Sample | 1745 | 625 | 454 | 166 | 734 | 724 | 777 | 968 | 118 | 690 | 431 | 506 | 1046 | 699 | 209 | 590 | 376 | 419 | | | | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | | | | |

Below is a list of popular villainous characters from classic horror films, and the films in which they appeared.

Which characters, if any, do you find the scariest? You may pick up to three.

| k up to three. | _ | | | | _ | | _ | | | | | _ | | _ | | | | |
|--|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Hannibal Lecter (The Silence of the Lambs) | 19 | 22 | 17 | 21 | 20 | 22 | 16 | 22 | 16 | 14 | 21 | 29 | 19 | 20 | 19 | 19 | 15 | 20 |
| Pennywise the Clown (It) | 19 | 18 | 22 | 15 | 21 | 17 | 14 | 24 | 19 | 26 | 17 | 8 | 18 | 20 | 19 | 18 | 22 | 16 |
| Freddy Kruger (A Nightmare on Elm Street) | 17 | 16 | 19 | 15 | 18 | 17 | 14 | 20 | 11 | 20 | 18 | 15 | 16 | 19 | 14 | 16 | 17 | 20 |
| Chucky (Child's Play) | 12 | 15 | 12 | 8 | 12 | 15 | 10 | 15 | 10 | 11 | 14 | 14 | 12 | 13 | 11 | 13 | 14 | 12 |
| Damien (The Omen) | 11 | 14 | 10 | 13 | 12 | 13 | 12 | 10 | 3 | 9 | 18 | 13 | 11 | 12 | 7 | 14 | 10 | 11 |
| Leatherface (The Texas Chain Saw Massacre) | 10 | 10 | 11 | 6 | 11 | 10 | 7 | 12 | 9 | 11 | 9 | 9 | 10 | 9 | 6 | 9 | 10 | 11 |
| Jigsaw (Saw) | 9 | 10 | 9 | 7 | 9 | 9 | 10 | 9 | 13 | 13 | 8 | 3 | 10 | 8 | 8 | 10 | 9 | 9 |
| Samara (The Ring) | 9 | 6 | 9 | 9 | 10 | 6 | 9 | 8 | 8 | 14 | 5 | 2 | 10 | 6 | 11 | 7 | 8 | 8 |
| Michael Myers (Halloween) | 8 | 5 | 9 | 5 | 8 | 8 | 7 | 9 | 10 | 9 | 8 | 4 | 6 | 10 | 6 | 6 | 6 | 12 |
| Pazuzu (The Exorcist) | 7 | 7 | 6 | 5 | 7 | 6 | 8 | 6 | 6 | 8 | 8 | 5 | 5 | 9 | 6 | 7 | 7 | 7 |
| The Candyman (Candyman) | 6 | 7 | 6 | 6 | 6 | 7 | 6 | 7 | 5 | 8 | 5 | 5 | 6 | 7 | 7 | 6 | 7 | 6 |
| Pinhead (Hellraiser) | 5 | 4 | 8 | 5 | 7 | 4 | 7 | 3 | 2 | 7 | 6 | 2 | 5 | 6 | 7 | 4 | 6 | 5 |
| Jason Vorhees (Friday the 13th) | 4 | 3 | 4 | 3 | 4 | 2 | 3 | 5 | 6 | 4 | 4 | 2 | 3 | 4 | 4 | 4 | 2 | 4 |
| The Thing (The Thing) | 4 | 4 | 6 | 3 | 6 | 4 | 6 | 3 | 1 | 6 | 5 | 3 | 4 | 5 | 3 | 4 | 5 | 3 |
| Dracula (Dracula) | 3 | 4 | 2 | 4 | 3 | 4 | 3 | 3 | 0 | 2 | 4 | 5 | 3 | 4 | 4 | 3 | 3 | 4 |
| The Mummy (The Mummy) | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 2 | 5 | 2 | 2 | 3 | 2 | 4 | 7 | 2 | 1 | 3 |
| Ghostface (Scream) | 2 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 1 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 2 | 2 |
| Frankenstein's Monster (Frankenstein) | 1 | 1 | 2 | 1 | 2 | 2 | 2 | 1 | 0 | 1 | 2 | 3 | 2 | 1 | 4 | 1 | 0 | 2 |
| None of the above | 32 | 32 | 29 | 37 | 29 | 34 | 37 | 28 | 38 | 26 | 32 | 41 | 33 | 32 | 28 | 34 | 33 | 34 |
| Don't know | 4 | 3 | 4 | 6 | 5 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 5 | 2 | 6 | 4 | 5 | 2 |

Sample Size: 1745 adults in GB Fieldwork: 14th - 15th October 2021

| | Total | Scotland |
|-------------------|-------|----------|
| Weighted Sample | 1745 | 150 |
| Jnweighted Sample | 1745 | 151 |
| • | % | % |

Below is a list of popular villainous characters from classic horror films, and the films in which they appeared.

Which characters, if any, do you find the scariest? You may pick up to three.

| CK up to three. | | |
|--|----|----|
| Hannibal Lecter (The Silence of the Lambs) | 19 | 29 |
| Pennywise the Clown (It) | 19 | 23 |
| Freddy Kruger (A Nightmare on Elm Street) | 17 | 16 |
| Chucky (Child's Play) | 12 | 10 |
| Damien (The Omen) | 11 | 11 |
| Leatherface (The Texas Chain Saw Massacre) | 10 | 15 |
| Jigsaw (Saw) | 9 | 12 |
| Samara (The Ring) | 9 | 14 |
| Michael Myers (Halloween) | 8 | 11 |
| Pazuzu (The Exorcist) | 7 | 6 |
| The Candyman (Candyman) | 6 | 7 |
| Pinhead (Hellraiser) | 5 | 8 |
| Jason Vorhees (Friday the 13th) | 4 | 3 |
| The Thing (The Thing) | 4 | 8 |
| Dracula (Dracula) | 3 | 2 |
| The Mummy (The Mummy) | 3 | 2 |
| Ghostface (Scream) | 2 | 1 |
| Frankenstein's Monster (Frankenstein) | 1 | 1 |
| None of the above | 32 | 26 |
| Don't know | 4 | 1 |
| | | |